

*Real Money,
Real Experts*



2025 Podcast Media Kit



ABOUT THE PODCAST

We aim to give financial professionals the resources they need to succeed.

Real Money, Real Experts is a personal finance podcast written and produced by AFCPE®, the nonprofit leader in financial counseling, coaching, and education. Every other week, we interview leading financial professionals sharing their stories, challenges, and advice for helping people manage money in the real world.

Every episode dives deep into topics professionals care about most: helping clients, building community, and growing in their work and career.

Our Co-hosts



**Rachael DeLeon,
Executive Director**

Rachael is deeply committed to AFCPE's mission to build, support, and ensure the integrity of the personal finance profession; to raise awareness for the value of the AFC®; and to build capacity within our field so that all people have access to trustworthy financial counseling, coaching, and education.



**Dr. Brandy Baxter, AFC®, FFC®
AFCPE® Board President**

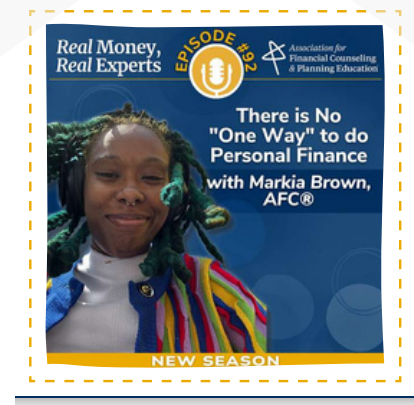
Dr. Brandy Baxter, AFC®, FFC® is the Owner and Coach at Living Abundantly. She is the author of the book, *The Story of Three Little Divas: Reach Your Money Goals in 3 Steps Before You Huff and Puff and Blow Your Next Paycheck Away*.

AUDIENCE FEEDBACK

"Great show! The guests and content are well thought out and informative. Thank you!"



"I just started listening to the Real Money, Real Experts podcast and couldn't have started at a more perfect time. The series that you are doing on careers is incredibly timely as I find myself reentering the workforce. Thank you so much for talking about this very important topic."



TOP EPISODES

- There is No "One Way" to do Personal Finance with Markia Brown, AFC®
- Why We Don't Talk About Money: Exploring Financial Stigma with Wendy De La Rosa
- Voices of Symposium: Real Experts, Real Takeaways

Real Money, Real Experts is now ranked #2 in the Nonprofit category for all Podcasts.

OUR AUDIENCE



67%

of listeners are women

13K+

Social followers

Age

21%: 25-34
34%: 35-44
22%: 45-54
22%: 55+

23K+

Email subscribers

300+

Downloads per episode

61K+

Downloads since launch

Rankings

1  2 

3  4 

5 

Industry

32%: Multi-sector
25%: Financial
20%: Military
9%: Private Practice
5%: Academia
5%: Government
5%: Nonprofit

We are in the Top 25% of Buzzsprout podcasts.

We have listeners in Europe, Asia, and Africa.

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20% discount for all non-profits!

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